



Arts Administration - B.A.

College of Fine Arts

With the increase in the number of performing and visual arts facilities, arts councils and arts advocacy groups, there is a growing need for individuals with both artistic sensibilities and business acumen to work in these organizations.

In addition to University Studies and College requirements, students in arts administration must complete the following program requirements:

College Requirements

Art, Music or Theatre 6
plus 39 hours at 300-level or above

Subtotal: College Required Hours 6

University Studies Requirements Hours
See "University Studies Program" on pages 68-72 of the 2003-2004 UK Bulletin for the complete University Studies requirements.

Courses marked with an asterisk (*) in the premajor and major requirements may also be used to satisfy University Studies requirements.

Inference - Logic

STA 200 Statistics: A Force in Human Judgement 3
PHI 120 Introductory Logic 3

Oral Communication

COM 181 Basic Public Speaking or
COM 287 Persuasive Speaking or
TA 225 Vocal Production for the Stage I 3

Social Sciences

ECO 201 Principles of Economics I 3
plus one other USP offering 3

Humanities

Choose six hours from the following, depending on student's primary arts discipline:
A-H 105 Ancient Through Medieval Art 3
A-H 106 Renaissance Through Modern Art 3
MUS 201 Music in Western Culture to 17003
MUS 202 Music in Western Culture, 1700-Present 3
TA 380 History of the Theatre I 3
TA 381 History of the Theatre II 3

USP Electives

Choose six hours from the following; courses must be different from those taken to meet the USP Humanities requirement:
A-H 105 Ancient Through Medieval Art 3
A-H 106 Renaissance Through Modern Art 3
MUS 201 Music in Western Culture to 17003
MUS 202 Music in Western Culture, 1700-Present 3
TA 380 History of the Theatre I 3
TA 381 History of the Theatre II 3

Premajor Requirements

AAD 200 Arts Administration Communications 3
AAD 202 Arts Administration Technologies 3

plus one of the following:

*COM 181 Basic Public Speaking 3
*COM 287 Persuasive Speaking 3
*TA 225 Vocal Production for the Stage I 3

Subtotal: Premajor Hours 9

Major Requirements

AAD 101 Arts Administration Professions 4
(4 semesters completed satisfactorily required)
ACC 201 Financial Accounting I 3
ACC 202 Managerial Uses of Accounting Information 3
*ECO 201 Principles of Economics I 3
ECO 202 Principles of Economics II 3
†AAD 310 Marketing the Arts 3
†AAD 320 Fund Raising for the Arts 3
†AAD 340 Arts Management Issues 3
†AAD 350 Financial Management of Arts Organizations 3
AAD 399 Arts Administration Practicum 2
(1 hour course taken twice)
**AAD 402 Topics in Arts Administration (subtitle required) 3
†AAD 499 Internship in Arts Administration 6
(A-H 502 Museum Studies II: Internship may substitute for 3 credits of AAD 499.)

†Prerequisite: Completion of AAD 200, AAD 202 and one of the following: COM 181, COM 287, TA 225, or consent of instructor.

**Additional AAD 402 courses may be taken under different subtitles as Directed Electives; may be repeated up to 12 credits.

Subtotal: Major Hours 39

In addition to the Major Requirements, students must choose one of the following options:

Art History

A-S 102 Visual Exploration I or
A-S 103 Visual Exploration II 3-4
*A-H 105 Ancient Through Medieval Art 3
*A-H 106 Renaissance Through Modern Art 3
ART 191 Art Professions 1

At least one course from four of the five following groups:

Non-Western Art

A-H 307 Ancient Near Eastern and Egyptian Art 3
A-H 308 Studies in African Art (subtitle required) 3

Ancient and Medieval Art

A-H 312 Studies in Greek Art (subtitle required) 3
A-H 313 Studies in Roman Art (subtitle required) 3
A-H 322 Byzantine Art 3
A-H 323 Studies in Western Medieval Art (subtitle required) 3

Arts Administration - B.A. • 2

Renaissance and Early Modern Art	
A-H 334 Renaissance Art	3
A-H 335 Studies in Early Modern Art, 1500-1700 (subtitle required)	3
18th and 19th Century Art	
A-H 339 Topics in European Art 1700-1840	3
A-H 340 European Art 1840-1900: Realism, Impressionism and Post-Impressionism	3
A-H 342 Studies in American Art (subtitle required)	3
Modern Art	
A-H 341 20th Century Modernism	3
A-H 342 Studies in American Art (subtitle required)	3
A-H 343 History of Photography	3
A-H 350 Contemporary Art	3
A-H 501 Museum Studies I: Introduction	3
Art Education Elective (must be at the 500 level)	3
plus two of the following:	
A-H 525 Studies in Genres and Media (subtitle required)	3
A-H 526 Art and the Artist in Society (subtitle required)	3
A-H 527 Art Within Its Interdisciplinary Framework (subtitle required) ...	3
A-H 528 Topical Seminar in Art History (subtitle required)	3
A-H 555 Methods in Art History	3
Subtotal: Art History Hours	34-35
Art Studio Hours	
A-S 102 Visual Exploration I	3
A-S 103 Visual Exploration II	4
*A-H 105 Ancient Through Medieval Art	3
*A-H 106 Renaissance Through Modern Art	3
ART 191 Art Professions	1
A-S 200 Studio I	3
A-S 215 Studio II	3
Two A-S 300-level studio courses	6
A-H 501 Museum Studies I: Introduction	3
One art history course at the 300 level or above	3
Art Education Elective (must be 500 level or above)	3
Subtotal: Art Studio Hours	35
Music History Hours	
MUS 170 Theory I – Elementary Aural Theory	2
MUS 171 Theory I – Elementary Written Theory	2
MUS 172 Theory I – Elementary Aural Theory	2
MUS 173 Theory I – Elementary Written Theory	2
MUS 271 Theory II – Written Theory	2
MUS 273 Theory II – Written Theory	2
MUS 203 History of Music I	3
MUS 302 History of Music II	3
MUS 303 History of Music III	3
MUS 001 Recital Attendance (four semesters required)	0
Performance	3
Students may choose class or private performance instruction (one to two hours) or ensemble (one to two hours)	
Choose nine hours from:	
MUS 206 American Music	3
MUS 220 Symphonic Music	3
MUS 221 Survey of Vocal Music: Opera, Art Song, Choral Music	3
MUS 222 History and Sociology of Rock Music	3
MUS 300 History of Jazz	3
MUS 301 Appalachian Music	3
*MUS 330 Music in the World (subtitle required)	3
Subtotal: Music History Hours	33

Music Performance Hours	
An audition is required for entrance into this emphasis area.	
MUS 170 Theory I – Elementary Aural Theory	2
MUS 171 Theory I – Elementary Written Theory	2
MUS 172 Theory I – Elementary Aural Theory	2
MUS 173 Theory I – Elementary Written Theory	2
MUS 271 Theory II – Written Theory	2
MUS 273 Theory II – Written Theory	2
*MUS 201 Music in Western Culture to 1700	3
*MUS 202 Music in Western Culture, 1700 to Present	3
Additional 200-300 level music history course (other than MUS 203, MUS 302 and MUS 303)	
MUC Vocal or Instrumental Ensemble	4
MUP Vocal or Instrumental Lessons (four semesters, two hours per semester)	8
MUS 001 Recital Attendance (four semesters required)	0
Subtotal: Music Performance Hours	33
Theatre Hours	
TA 126 Acting I: Fundamentals of Acting	3
TA 150 Fundamentals of Design and Production	3
TA 280 Script Analysis	3
*TA 225 Vocal Production for the Stage I	3
plus one of the following:	
TA 260 Stagecraft	3
TA 265 Costume Construction	3
TA 267 Lighting and Sound Technology	3
TA 330 Theatre Directing I	3
*TA 380 History of the Theatre I	3
*TA 381 History of the Theatre II	3
plus one of the following:	
TA 365 Costume Design	3
TA 367 Lighting Design	3
TA 374 Scene Design	3
plus one of the following:	
TA 387 Seminar in Theatre	3
TA 382 American Theatre	3
TA 516 Playwriting	3
Two TA practicums of one credit each	2
TA Electives	3
Subtotal: Theatre Hours	35
Directed Electives Hours	
Nine credits chosen in consultation with the student's academic advisor from the following areas:	
1. AAD 402 Topics in Arts Administration (subtitle required)	3
May be repeated to a maximum of 12 credit hours when identified by different subtitles. Must be different subtitle than that used to meet Arts Administration Core Requirement.	
2. Courses from the College of Business and Economics.	
3. Courses from the College of Communications and Information Studies.	
4. Courses from an arts discipline outside of the student's primary arts discipline, including architecture, art history, art studio, dance, English, music and theatre.	
Directed electives may not be used to meet University Studies requirements.	
Subtotal: Directed Electives	6
Free Electives	
In addition to meeting their University Studies and major requirements, students must earn 6 credits in any area(s) of their choosing.	
Subtotal: Free Electives	9
TOTAL HOURS:	121